

FOR IMMEDIATE RELEASE

**Creative Tourism Project “Design District Hong Kong #ddHK”
Transforms the Neighbourhood into Citywide Playground with Creativity**

**[#ddSpecial] Hop on Ani-com Trams to Explore the City
with 60 Years of HK Comics**

**[#ddMotion] 13-metre-high Inflatable British Mansion Pumped up in Victoria Park
Plus AR Experience to Break Stereotypes of Public Space**

(Hong Kong, 23 December 2019) Organised by the Hong Kong Design Centre with the support of Hong Kong Comics and Animation Federation as the strategic partner for all programmes related to local comics, 3-year creative tourism project Design District Hong Kong (#ddHK) was kicked off in 2018. In 2019/20, it takes the theme “Pop! Get Inspired at Every Turn” to launch a new series of creative placemaking projects, namely “#ddSpecial – Hop-on Hop-off” and “#ddMotion – Walala Playspace,” from 8 January.

The Hong Kong Design Centre joined hands with the Hong Kong Comics and Animation Federation and worked with dozens of local Ani-com artists to bring trams, a uniquely Hong Kong public transport, and Hong Kong Ani-com together. A band of widely popular Ani-com characters, which are the memories of different generations, will lead locals and tourists on a fun-filled journey. Hong Kong’s comics industry, which took off in the 60s, has delighted Hongkongers’ everyday life in the past 6 decades. #ddHK’s new design installation project gathers wide-ranging beloved characters to give locals and tourists a chance to relive their childhood memories while discovering new experiences with Hong Kong Ani-com.

To both locals and tourists, meeting with friends and family in January marks a great start of the new year. To boost the festive vibe, #ddHK and the Hong Kong Ani-com characters squad will turn trams and tram stops into party spots. These Ani-com trams will bring passengers to Causeway Bay’s Victoria Park where they will find “#ddMotion – Walala Playspace,” a mega play space created by the spark of British and Hong Kong creativity.

Hop on Ani-com trams with Ani-com characters at Ani-com tram stops



Wan Chai is the cradle of Hong Kong's comics industry. Lee Tung Street, formerly known as Wedding Card Street, was full of printing houses since the 70s. Many comic artists clustered in the area and formed a thriving comics, graphic design, and publishing community. The 80s saw the golden age of Hong Kong comics, especially for the globe-sweeping Kung Fu genre. In their heyday, the most popular one was published in 13 languages. Coming into the digital age, we see a boom in independent Ani-com online, giving Hong Kong Ani-com new momentum. Hong Kong Ani-com, which often reflect contemporary social situations, is an important icon of regional culture. It is an embodiment of our city's versatility, agility, energy, and unrelenting creativity.

"#ddSpecial – Hop-on Hop-off" will bring together over 30 comic characters from Ani-Com Park@Harbour "FUN", including Wind, Old Master Q, Miss 13 Dots, Andy Chan, Cuson, White Bear & the Boy, Din Dong, Q Boy, Cherrie, Little Horse, On On and Guy Guy. 2 trams running on the Hong Kong Island and 2 tram stops in the Wan Chai district will be transformed and decorated with popular Ani-com characters, providing a special "amusement ride" to the public. Regardless of ages and backgrounds, the public are invited to hop on the rides to explore a different side of Hong Kong on a jolly journey.

The 2 Ani-com tram stops in the Wan Chai district are located on Paterson Street (westbound) (48W) and Foo Ming Street (105) respectively. Both taking the theme of a carnival, the stop shelters are decorated with festive installations such as carousels, hot air balloons and roller coasters as well as Hong Kong urban elements like balconies of old tenement buildings and Cantonese cafes. Interesting elements from previous #ddHK projects are also featured in the installation, go hunt for them! On top of all these vibrant decors are 3D comic characters standing on the shelters' roofs. Get on the upper deck of an Ani-com tram and see them up close when passing by the stops!

2 classic comic characters, Old Master Q and Sau Nga Chun, will “board” the Ani-com trams running on the Hong Kong Island in the form of 1:1 3D figure to add surprises to your ride! Come and take selfie with them!

British pop culture peeps up Victoria Park with mega inflatable *Walala Mansion* debuting in Hong Kong



Having experienced local pop culture, passengers can hop-off at Victoria Park to explore British pop culture in “Walala Playspace” with the cluster of works by London designer Camille Walala and the Augmented Reality (AR) experience designed by Hong Kong creative partner Hattrick Creative. These works give the urban oasis a surprising touch and defy the stereotype of play space, pushing the boundaries of play.

Located in Causeway Bay, Victoria Park is the largest urban park on Hong Kong Island. Camille Walala has turned the LED screen at the park’s Causeway Bay entrance into the gate of *Walala Mansion* with her signature vibrant colours, versatile geometry and bold dot patterns. You can start at the fountain which spruced up by Memphis-inspired graphic latticework. Continue along the green courtyard and stroll to the Central Lawn to find the 13-metre-tall inflatable *Walala Mansion* and the playful furniture pieces scattered around it. The work offers an unruly yet amusing playspace for the public amid the urban hustle, delightfully contrasting with the modern office towers and residential blocks in the neighbourhood.

Camille Walala is known for her visually stimulating spatial design works featuring bold colours, the Memphis style and positive messages. Her inflatable installations created for London Design Festival’s 15th anniversary were widely loved by Londoners and tourists. This time, the *Walala Mansion* made for Hong Kong outsizes her London Design Festival pieces. She said, “ I love this city, so it’s been an honour and absolute pleasure to design this structure for Design District Hong Kong. I wanted to bring something fun and colourful to the city scape and something for

people of all ages!” Transforming the Central Lawn of Victoria Park into a whimsical and visually impactful London mansion, *Walala Mansion* will become a popular interactive playground in town for all.

Hong Kong creatives jazz up urban hustle with AR experience *Hearty Rendezvous*



Shaped by both Eastern and Western cultures, Hong Kong's popular culture has charmed the world with unique characters. Local creative group Hatrick Creative enhances the garden of Walala Playspace with an AR interactive experience *Hearty Rendezvous*, opening a window for visitors to the link between Hong Kong and British pop cultures.

Inspired by the cultural differences between London and Hong Kong, they created 2 adorable characters "Victor" and "Ria" to represent the 2 cities respectively. The stories of their encounters and exchanges, which is a metaphor of the fusion of East and West in Hong Kong, are conveyed through the signs scattered in the streets in Causeway Bay and the interactive installations *Hearty Rendezvous* at Victoria Park's Fountain Plaza.

Project Director of Hatrick Creative, Man Wong hopes the combination of digital technology, art and design in this project, which offers a brand new fun way to explore Causeway Bay in an engaging way, will bring a new public art experience to the public and evoke echoes of the East-meet-West culture in Hong Kong.

Every single part of Walala Playspace is carefully made by the design teams, awaiting visitors to discover. You will find AR way-finding works at the Ani-com tram stops and the entrance of Victoria Park. Simply scan the QR codes on site using a smartphone, it will link you to the AR website. Just enable it to access your phone's camera, point it at the installations and you will see the stories of "Victor" and "Ria" and way-finding signs on your screen vividly guiding you to *Hearty Rendezvous* inside the park.

Stay tuned to Design District Hong Kong #ddHK:



Website: www.designdistrict.hk

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- The End -

About Design District Hong Kong

Design District Hong Kong (#ddHK) is presented by the Tourism Commission, its vision is to create an “open-air design district gallery” in Wan Chai and Sham Shui Po, where public design works can be found all across the areas during the 3-year project period. These works will appear at different spots and change from time to time. They are the epitome of community collaborations, social conversations and participatory design. These original multidisciplinary designs, traditional craftworks and authentic street events will link up and elevate the tourist attractions and landmarks in the neighbourhood. They will enrich the daily experience of locals and tourists with a fresh take on local history and creativity.

In the first year (2018/19), #ddHK took the old Wan Chai coastline back in the 1840s as the starting point. From south to north, west to east, design works were installed all across Wan Chai, collating a love letter for the city “Connected City: A Love Letter to Hong Kong”. The scattering works formed a poetic visual vanish point showcasing the evolution of Hong Kong’s urban landscape. In the second year (2019/20), #ddHK is focusing on pop culture under the theme “Pop! Get Inspired at Every Turn”. Visitors can savour the surprises and inspirations in streets and alleys. Tourists and locals can also follow the specially planned self-guided routes and explore this “open-air design district gallery”.

About Hong Kong Design Centre

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being, with the aim of advancing Hong Kong as an international design centre in Asia.

HKDC’s flagship programmes include Business of Design Week (BODW; since 2002) – Asia’s leading annual event on design, innovation and brands; DFA Awards (since 2003) – a well-recognised annual awards that celebrate outstanding designs with Asian perspectives; and Knowledge of Design Week (KODW; since 2006) – an annual thematic programme that gathers the global design community to explore how design can solve complex challenges of our society.

We also manage a Design Incubation Programme and Fashion Incubation Programme (since 2012 and 2016) – 2-year programmes to nurture future design and fashion entrepreneurs; and launched FASHION ASIA HONG KONG (since 2016) – an initiative combining conversations, interactions and cultural exchanges to position the city as an Asian hub for fashion trade and business development.

Learn more about us at www.hkdesigncentre.org

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Appendix 1: Information about #ddHK

#ddSpecial – Hop-on Hop-off		
Content	Date	Venue
Ani-com Tram	8/1/2020–3/2/2020	Foo Ming Street Tram Stop(105) & Paterson Street Tram Stop (westbound)
Ani-com Stop	8/1/2020–3/2/2020	2 trams running on the Hong Kong Island

#ddMotion – Park Activation		
Content	Date	Venue
Walala Mansion	8/1/2020 – 16/1/2020	Central Lawn, Victoria Park
Hearty Rendezvous	8/1/2019 – 9/2/2020	Water Fountain Plaza, Victoria Park

#ddCityMania		
Content	Date	Venue
Free guided tour	8/1/2020 – 2/2/2020	Wan Chai District

#ddPlace		
Content	Date	Venue
<p>#ddDoodles@Kong Wan Fire Station</p> <p>Five local typography designers designed 5 sets of “fire station” in bilingual fonts on the red folding gates to represent Hong Kong’s unique characteristic of East meets West and to pay respect to the firemen of Hong Kong.</p>	Today Till February 2021	<p>Kong Wan Fire Station’s Red folding gates</p> 
#ddGatheringWan Chai promenade	Today Till February 2020	Wan Chai Harbourfront area

<p>The lecturers and students from the Department of Architecture of the Hong Kong Design Institute took cues from traditional Chinese writing to create 10 pieces of public furniture. The furniture pieces incorporated weaving works created with rattan weaving techniques in public workshops led by Breakthrough Art Studio. The final product celebrates traditional craftsmanship and the beauty of Chinese typography, while spicing up the public space and unleashing its infinite potentials. Let's sit back, imagine and enjoy!</p>		
<p>#ddSharing@Wan Chai District</p> <p>1) Front Entrance of Hong Kong Arts Centre By using abstracted 3D representations taken from the surrounding environment, Maggie WONG proposed a colourful design for the paving outside the Hong Kong Arts Centre building. The north part of Wan Chai is normally perceived as a more business and formal area. But when one observes the different architectural facades of each building along Harbour Road and the geometrical abstraction on the Hong Kong Arts Centre building designed by acclaimed architect Tao Ho, you could find a vibrant changing pattern and materials. WONG captured this richness of changing pattern and re-interpreted into the paving design to represents a different quality of the North Wan Chai.</p> <p>2) Entrance of Lee Tung Avenue Lee Tung Avenue is place with collective memory for different generations. Antoine LI reinterpreted the multiple identities and the historical</p>	<p>Today Till February 2021</p>	<p>1. Front Entrance of Hong Kong Arts Centre</p>  <p>2. Lee Tung Avenue (facing Queen's Road East)</p>  <p>3. Stone Nullah Lane (Junction of Queen's Road East and Stone Nullah Lane)</p>

<p>evolution of the place through her design by layering elements like the existing manhole covers, the shade of a long-gone tree and signage of the place. LI wants to bring out the characters of the location, a collective memory, a place which stays in everyone’s heart with time.</p> <p>3) Stone Nullah Lane Good at capturing living environment, designer YAO Cheuk Ni attempted to transform the paving at the junction of Queen’s Road East and Stone Nullah Lane into a homey neighbourhood, welcoming visitors to join her at a home dining table. YAO smartly played with distorted perspective effect to deal with the manholes spreading all over the site. YAO also include the paving blocks as part of the daily elements found at home. YAO hopes to remind people the fundamentals of daily life in modern busy Wan Chai, a good meal with families and friends around the dining table.</p>		
<p>#ddPaintHKWALLS</p> <p>In partnership with HKwalls, #ddHK presents “#ddPaintHKWALLS” in collaboration with a roster of highly acclaimed local and overseas mural artists to create over 30 mural painting on the walls of public and private buildings in Wan Chai, including Morrison Hill Swimming Pool, Tang Shiu Kin Victoria Government Secondary School, VTC Tower and more. Please refer the full artist list to Appendix 2.</p>	<p>Today Till February 2021</p>	

Appendix 2: Participating artists in “#ddPaintHKWALLS”

Artists	Region	Murals location
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Wing Chow	United States	Tai Hang Resident's Welfare Association
Onion Peterman	Hong Kong	Shelter Street Footbridge
Chayapong Charuvastr	Thailand	Victoria Park South Pavilion Plaza
DEZIO	France	Tang Shiu Kin Victoria Government Secondary School
CERS	China	Tang Shiu Kin Victoria Government Secondary School
Stephanie Studzinski	Hong Kong	Tang Shiu Kin Victoria Government Secondary School
INSA	United Kingdom	Tang Shiu Kin Victoria Government Secondary School
MURONE	Spain	Tang Shiu Kin Victoria Government Secondary School
Make & Do HK	Hong Kong	Tang Shiu Kin Victoria Government Secondary School
KWAN CLAN	China	Morrison Hill Swimming Pool
LOW BROS	Germany	Morrison Hill Swimming Pool
ZMOGK	Russia	VTC Tower
FLUKE	Canada	Hong Kong Institute of Vocational Education (Morrison Hill)
Kyle Hughes-Odgers	Australia	The Jockey Club Hong Chi School
Florence Traissac	France	7 Mallory Street
Didier Enrico Mathieu	Columbia	Tung Wah Centenary Square Garden
Jasmine Mansbridge	Australia	Tai Fat Hau Footbridge

Appendix 3: Participated Comic Artists in "#ddSpecial-Hop-on Hop-off"

Works	Artists
Storm Warriors	Ma Wing-shing
A Man Called Hero	
Oriental Heroes	Huang Tony Jademan Xian Zhen
Weapons of the Gods	
Legend of Emperors	
Cowboy	Wong Sze-ma
Old Master Q	Joseph Wong
Miss 13 Dots	Lee Wai-chun
Tiger Shark	Wan Yat-leung
he she it	Mandycat
Teddy Boy	Man Kai-ming
Samba Amigo	CK Keung
The Ravages of Time	Chan Mou
Cuson	Cuson Lo
Ding Ding Penguin	Kong Kee
K	Li Chi-tak
Always Out There	Bigsoil
Din-dong	Postgal Workshop
The Three Swordsmen	Fung Chi-ming
Skull Elphonso	Elphonso Lam

White Cat Black Cat	Ma Sing-yuen
Sau Nga Chun	Gum Siu-man
Peerless Warriors	Ho Chi-man
Feel 100%	Jeffrey Lau
The Legend of the Condor Heroes	Lee Chi-ching
The Lawless	James Khoo Fuk-lung
Journey To The West	Cheng Kin-wo
God Legion	
City of Darkness	Andy Szeto
Shau Sing Chai	Ricky Chan
Lobintan	Lobintan
Little Horse's Silly Life	Maggie Lau
The Old Girl's Diary	Stella So
Woody Woody Wood	Lai Tat Tat Wing
Happy Life Pad	Suet Ching
Fake Forensic Science	Siuhak
Bruce Lee	Vincent Kwong